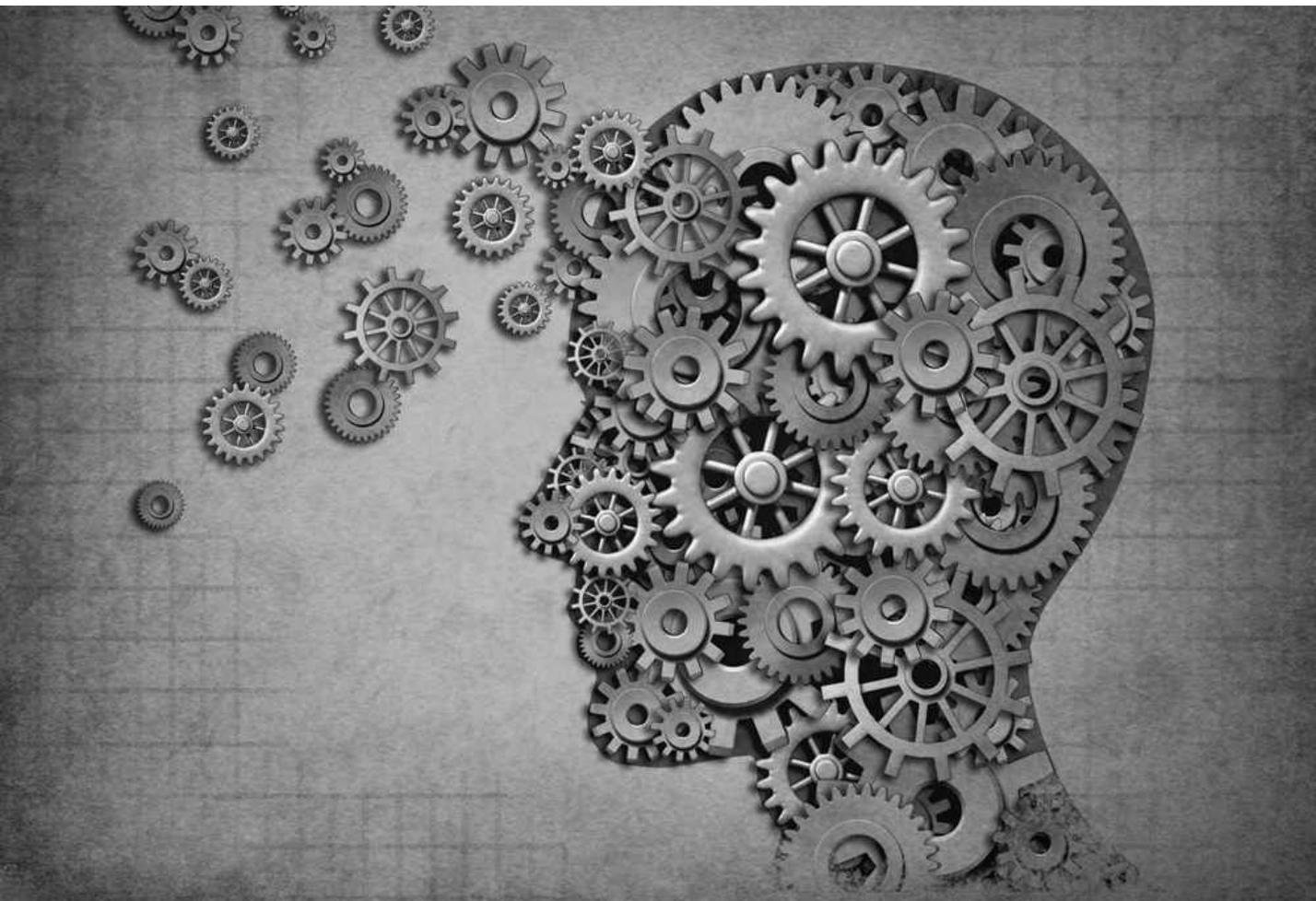


The Principles of Private Equity

Private Equity from the Ground Up

2-Day Executive Education Training Programme

London: 13th – 14th October 2015



Programme Overview

The Principles of Private Equity is a two day programme exploring the key principles and practices of private equity investing. The programme is built around a series of workshop exercises, designed to illustrate to delegates the practical experiences that drive current private equity practice. These exercises are supplemented by consolidatory reviews of current tools, techniques and practices.

Course Director – Garry Sharp



Garry Sharp has been active in the private equity markets as a practitioner, trainer, writer and adviser since 1985, when he joined a nascent UK venture capital firm. He participated in the firm's own management buyout in 1989, its subsequent rapid growth and in its sale to a major financial institution in 1996. Following this sale, he co-founded Independent Direction, a specialist advisory focusing on the management aspects of private equity investments; this firm too achieved rapid growth and was successfully sold in 2005.

Garry has delivered private equity training since 1990 and has taken an active interest in private equity in the emerging markets since 2002. He has trained, advised or taken active management roles in fund managers in Ghana, Kenya, Nigeria, Zambia, Tanzania, Tunis, Dubai and Egypt; he has also delivered training in Eastern Europe and South America and was until recently Executive Director of a bank captive PE fund in Mauritius. Garry is currently Head of Private Equity and London Rep for AfrAsia Bank. He has also had seven books published on PE and related topics and from 2007-12 was Executive Editor of the CCH Corporate Finance Manual in the UK.



This course is aimed at:

- Private equity professionals
- Limited partners
- Corporate M&A teams
- Senior management
- Finance managers
- Family Offices
- Bankers and corporate financiers
- Accountants
- Consultants
- Lawyers
- Institutional investors
- Placement Specialists

Key Learning Outcomes:

Attendees will finish the programme with a sound understanding of:

- The evolution of private equity and its role in an investment portfolio
- The range of value creation strategies and their relationships to stages and types of investment
- Key issues in investment selection and appraisal
- Structuring and valuation: venture, growth capital and buyout investments
- Post investment management and protection of interests
- Exit strategy development and execution

In-House Training Solutions

Need a bespoke training solution for your team?

If you have a large team that needs training, an in-house training solution may be right for you. We can run this training programme or a more bespoke course designed especially for the needs for your team.

A programme can be run on **dates convenient to you**, at a venue of your choice, such as **at your offices** and could even prove to be more **cost-effective**.

Programmes can be delivered in a face-to-face classroom-based setting and can also be combined with live online follow-on sessions.

To find out if an in-house solution is right for you, please contact :

Kapriel Kasbarian
Director
+44 207 193 5423
kkasbarian@ascentium-associates.com
www.Ascentium-Associates.com/in-house

Course Outline

Day 1 Topics

The Private Equity Governance Model

- How – and why – it works
- Value creation and its link to governance
- Industry structure – the links from portfolio companies to institutional investors
- The institutional viewpoint – private equity as an asset class; how it performs and where it fits

Group Exercise – Investment Strategy: development and discussion. Attendees will work in teams to develop an investment strategy for a new, first time private equity fund. Review of the teams' differing proposals will lead to powerful insights into how PE fund managers position themselves to add value in today's markets.

Risks and Rewards

- Definitions clarified – types of investment from seed, to venture, to buyouts and club deals
- Key risk areas and their relationships to investment stage
- Returns and their drivers

Group Exercise – Investment Selection: early bird decision points. Value creation is a much used and often misunderstood term; in this exercise, teams will review a

range of preliminary investment proposals, leading to a discussion of potential to create value and key commercial decision points

Change of control / buyout investments

- Value creation in buyouts - the three key routes
- Current practice and market evolution
- The buyout model
- The use of leverage
- Incentivising operational management
- Types of debt and their application

Group Exercise – A buyout structuring challenge. Attendees will play the role of corporate finance adviser to the CEO of a buyout target company and will explore the basic structure of a buyout, with guidance from the programme director.

Structuring Growth Capital Investments

- Fundamental structuring principles
- Alignment of interests and motivations
- Valuation tools, techniques and templates
- Variety and use of differing instruments
- Specific techniques for protecting minority stake investors
- The use, and potential dangers, of ratchets

Day 2 Topics

Group Exercise – Structuring Basics. Attendees will structure a simple growth capital investment, initially without the use of a spreadsheet. This exercise is designed to consolidate understanding of:

- The key drivers of private equity returns
- The effects of introducing various investment instruments
- The dangers of relying purely on spreadsheets

Group Exercise – Applied Structuring. Attendees will split into groups and develop alternative structures for a proposed growth capital investment.

Due Diligence

- The Due Diligence process, its value and its role in enhancing value
- Types of Due Diligence:
 - Commercial
 - Financial
 - Operational
 - Legal
 - Specialist and other

Post Investment Management

- Key tools, techniques and mechanisms for protecting value
- Value addition and the concept of the full potential plan
- Corporate Governance and the investor / operating management relationship

Exits

- Understanding different exit routes; their relative attractions and drawbacks
- Developing and implementing an exit strategy
- Contractual and structural tools and techniques
- Identifying and dealing with changing objectives and conflicts of interest
- Practical issues and making exits work in reality



Registration Form

The Principles of Private Equity: London – 13-14 October, 2015

Delegate Details

Delegate 1: Mr/Ms/Mrs/Dr..... First name.....Last Name.....
Job title.....Email address.....

Delegate 2: Mr/Ms/Mrs/Dr..... First name.....Last Name.....
Job title.....Email address.....

Delegate 3: Mr/Ms/Mrs/Dr..... First name.....Last Name.....
Job title.....Email address.....

To register more delegates, please call us on +44 207 193 5423

Organisation Name:Membership No. (if applicable).....
Address.....City.....
Post/Zip Code.....Country.....Tel.....

Pricing Choices

Book by Friday 4th September to receive the Super Earlybird prices.

Book by Friday 11th September to receive the Earlybird prices.

Note: New members receive a 50% saving on the non-member rates for their first booking.

Visit www.ascentium-associates.com/membership to find out more about applying for annual membership.

Please tick the appropriate box:

	Member Rates			Non-Member Rates		
	Super Earlybird Rate	Earlybird Rate	Normal Rate	Super Earlybird Rate	Earlybird Rate	Normal Rate
1 Delegate	<input type="checkbox"/> £1,277	<input type="checkbox"/> £1,436	<input type="checkbox"/> £1,596	<input type="checkbox"/> £1,596	<input type="checkbox"/> £1,796	<input type="checkbox"/> £1,995
2 Delegates	<input type="checkbox"/> £2,298	<input type="checkbox"/> £2,586	<input type="checkbox"/> £2,873	<input type="checkbox"/> £2,873	<input type="checkbox"/> £3,232	<input type="checkbox"/> £3,591
3 Delegates	<input type="checkbox"/> £3,447	<input type="checkbox"/> £3,878	<input type="checkbox"/> £4,309	<input type="checkbox"/> £4,309	<input type="checkbox"/> £4,848	<input type="checkbox"/> £5,387

Note: All prices exclude 20% VAT which will be added to your invoice or credit card transaction

Payment Details

We accept payment with American Express, Mastercard, Visa or by invoice/direct wire transfer. Payment in full must be received in advance of the programme. Registrations received fifteen (15) days or less before a course commences, then the payment must be via credit card.

Please tick method of payment:

Please email to me an invoice Credit Card Payment - American Express/Mastercard/Visa

Full Name as it appears on Credit Card.....

Credit Card Number.....Expiry Date.....Security Code.....

I have read and agree with the Terms & Conditions* - Signed.....

**For Terms & Conditions, please visit www.Ascentium-Associates.com/terms-conditions*

Please scan and email your completed registration form to info@ascentium-associates.com
Alternatively register online at www.Ascentium-Associates.com or call +44 207 193 5423

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About Us

Ascentium Associates - We are a specialist training provider, focused on the private equity, real estate and infrastructure/project finance sectors. Our industry course programmes are delivered by highly experienced practitioners enabling you to learn from seasoned veterans.

We are passionate and focussed on your training and development needs and offer many strong reasons as to why you should consider training with us:

•**Faculty Expertise** – Our faculty of experienced practitioner trainers, makes us different from other providers. We have a dedicated section on our website so that you explore the expertise that we can offer.

•**Small Class Sizes** – Our courses are small groups (usually between 8-15 people) and are highly interactive. This allows for a lot of scope to ask questions and join in discussions. Attendees are encouraged to actively join in, contributing with their own experiences and also challenge and learn from each other. Individual and group exercises are designed to get people thinking about, reinforcing and applying their learnings.

•**Learning with your peers** – Our programmes are primarily aimed for industry participants, so you can expect to be training alongside an engaging peer group.

•**Alumni group** – In addition to the peers you will meet, we also have an alumni group for you to network with.

•**Quality Programme Materials and Certificate of Completion** – All programme attendees will receive the programme content and a certificate of completion.

•**Quality venues** – We always use easy to get to venues that are centrally located and which provide the right balance of comfort and technology to facilitate your learning experience.

•**Post course discussion forums** – The forums on our website provide a platform to continue discussions and conversations with fellow attendees.

•**Feedback** – Programme feedback is very important to us, both during and after a programme and forms a basis for ongoing continuous improvement.

•**In-house training** – In addition to our scheduled programmes we also offer bespoke programmes offering expertise, convenience and cost effectiveness.

•**Track record** – Our team of professionals have many years experience of planning, designing and delivering training programmes.



We look forward to working with you.

Best Regards,

Kapriel Kasbarian
Director
Ascentium Associates
Tel: +44 207 193 5423
kkasbarian@ascentium-associates.com

FAQ

Frequently Asked Questions:

For a full FAQ please visit www.Ascentium-Associates.com/faq

Venue - I know the city in which the course will take place, but where exactly is the training venue located?
The venue will be located in a central part of the city. As we use several different venues (depending on availability and the number of registered delegates) in each city, we will finalise the venue once we have a good idea of how many attendees we are expecting and will inform you accordingly. We usually finalise the venue about 2-3 weeks before the course.

Laptops – Do I need to bring a laptop to the course?
Unless it is specified, bringing a laptop is optional

Travel & Accommodation – I do not live local to the course, do the course fees include my travel & accommodation expenses?

No – Each attendee is responsible for their own travel & accommodation costs and arrangements.

Timing – What time does a training day start and end?

Unless specified otherwise, training will start by 9:15am and finish by 5:00pm. On the first day of a course, attendees are required to register their presence and collect their course materials and are therefore requested to arrive by 9:00am.

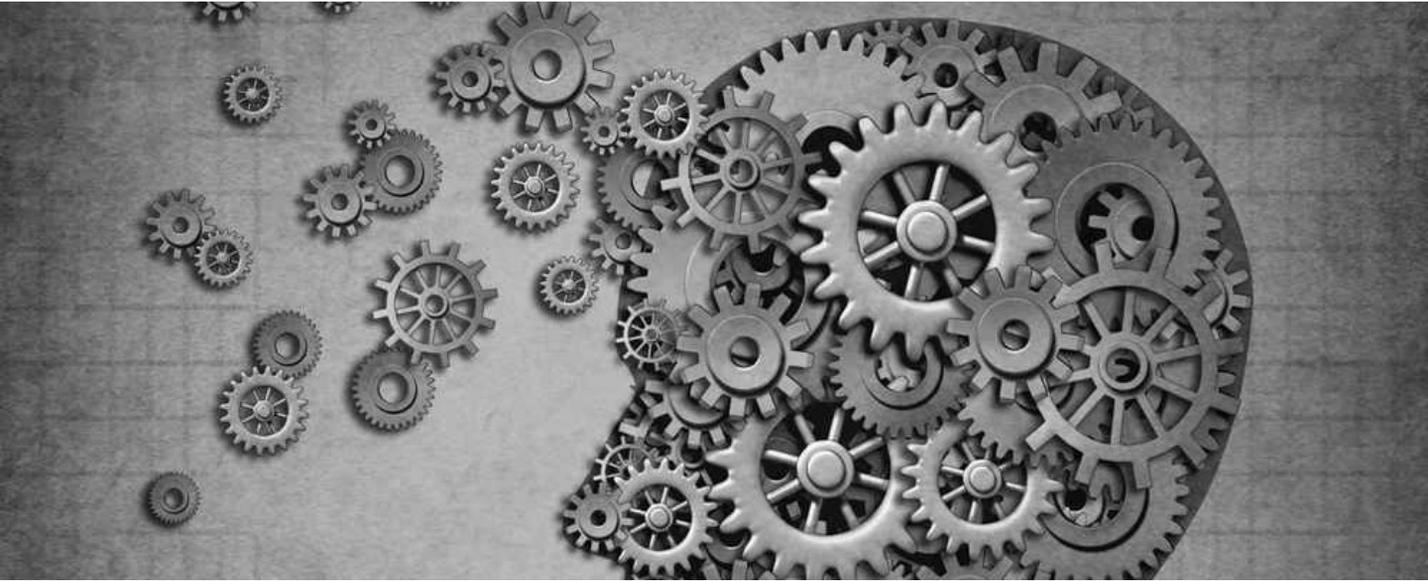
Food & Beverages – Are there any food or drinks served during a training programme?

There will be 2 to 3 short tea/coffee breaks and a lunch available daily and are included in the programme fee.

Cancellation Policy – What is your cancellation policy?

For our full policy of cancellations please visit www.Ascentium-Associates.com/terms-conditions





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